

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



LIBRARY  
RECEIVED  
★ OCT 1 1930 ★  
U. S. Department of Agriculture

*LONG'S*

# GARDEN BOOK

## FALL 1930



### Peonies at Moving Time Prices

#### \$6.60 Superb Peony Collection

3 to 5 eyes. One good division each of the following: Elwood Pleas, Karl Rosenfield, Officinalis Rubra, Solange, Frances Willard, Sarah Bernhardt. The 6 for \$6.60, prepaid.

#### \$14.00 Rare Peony Collection

These 5 rare Peonies: Martha Bullock, Solange, Mrs. Edw. Harding, Philippe Rivoire, Mary Shaylor. Each division 3 or more eyes. The 5 for \$14.00, prepaid.

*J. D. LONG* Boulder, Colo.

## LONG'S Peonies at Moving Time Prices

**HERE'S GOOD NEWS!** In accordance with my crop rotation plan, this is the fall I move my Peonies to another field. Stocks have increased very well. So much so, in fact, that I'll not need nearly all the increase for my new plantings.

Therefore, I'm giving you the opportunity to secure many of these finer varieties at lower prices than I've ever sold or known them to be sold, for the quality of roots I'll have.

**TWO SIZES OF PEONY ROOTS.** All will be divisions, but some larger than others. The LARGE roots will have at least three eyes, many 5 or 6 eyes. The OTHER SIZE will have two eyes or more. Both sizes will give good results. Prices are per root.

**"PEONY POINTERS."** My own suggestions for planting and caring for peonies will be sent free with each Peony order. (All Peonies prepaid in U. S. A.)

All these Peonies, except Jap Red, are double.

|  | 2 Eye Divisions | 3 to 5 Eye Divisions |
|--|-----------------|----------------------|
| ASA GRAY. White, sprinkled with carmine dots   | \$ .80          | \$ .30               |
| AVALANCHE. Large, ivory-white. Free bloomer  | .50             | .70                  |
| DUTCHESS DE NEMOURS. Sulphur-white. Early  | .40             | .50                  |
| EDULIS SUPERBA. Deep rose-pink. Early bloomer  | .40             | .50                  |
| ELWOOD PLEAS. Shell pink, shaded lavender. Large and beautiful. Free bloomer. Rich, healthy foliage                | .80             | 1.30                 |
| FESTIVA MAXIMA. Large white, flecked crimson   | .40             | .50                  |
| FRANCES WILLARD. Opens blush, turns white. Fine  | 1.55            | 1.90                 |
| GENE STRATTON PORTER. New. Very large, pure white  | 10.00           | 15.00                |
| GERMAINE BIGOT. Light lilac-rose, tinted crimson   | .50             | .80                  |
| GROVER CLEVELAND. Rich, dark crimson. Rose type  | .55             | .90                  |
| HARRY L. RICHARDSON. New late red  | 10.00           | 15.00                |
| JUBILEE. Immense white. Long lacy petals   | 1.00            | 1.40                 |
| KARL ROSENFIELD. Large, rich, velvety crimson flower on long, straight stems. Very specially priced.               | .40             | .65                  |
| KELWAY'S GLORIOUS. Fine large white  | 6.00            | 7.50                 |
| LE CYGNE. Large beautiful white  | 5.00            | 6.00                 |
| LONGFELLOW. Brilliant crimson with cherry-red tint. Compact semi-rose type. Good bloomer                           | 1.20            | 1.60                 |
| MME. GEISSLER. Deep violet rose, tipped, cup shaped  | .70             | .90                  |
| MARTHA BULLOCK. Soft rose-pink flowers of enormous size and good substance. Strong stems. Very fine                | 2.50            | 3.50                 |
| MARY W. SHAYLOR. Shell pink, creamy center   | 1.80            | 2.40                 |
| MONS. MARTIN CAHUZAC. Deep maroon  | 1.80            | 2.20                 |
| MRS. EDW. HARDING. Pure white. Closely set petals  | 3.50            | 4.80                 |
| OFFICINALIS RUBRA. The earliest bright red peony. Is usually in bloom for Memorial day                             | .60             | .80                  |
| OPAL. Dainty opalescent-white. Charming  | 1.10            | 1.40                 |
| OZONE. Light pink or blush. Free bloomer. Early  | .70             | .90                  |
| PHILIPPE RIVOIRE. Dark crimson. Strong grower  |                 | 7.00                 |
| PRES. WILSON. Soft rose, changing to shell pink  | 14.00           | 17.00                |
| REINE HORTENSE. Hydrangia pink. Good keeper  | 1.00            | 1.20                 |
| SARAH BERNHARDT. Apple-blossom pink, silver tipped   | 1.20            | 1.50                 |
| SOLANGE. Rare color. Outer petals ivory-white, deepening towards the center to light Havana-brown. Charming        | 1.80            | 2.40                 |
| THERESE. Soft pink. Lilac-white center   | 1.70            | 2.00                 |
| WALTER FAXON. Coral pink. Center tinted salmon   | 2.10            | 2.60                 |
| WHITE. Selected from small lots from which variety labels have been lost. 2 or more eyes. Each, 40c. 3 for \$1.00. |                 |                      |
| PINK. Variety labels lost. Many of these are very fine kinds. 3 eyes or more. Each, 50c. 3 for \$1.25.             |                 |                      |

**JAPANESE RED.** Single form. A seedling that I have been growing without name for five years. 3 or more eyes. Each, 75c. 3 for \$2.00.

## LONG'S Extra Value \$5.00 Peony Collection

One each Elwood Pleas, Karl Rosenfield, Officinalis Rubra, Edulis Superba, Avalanche, Solange. Each root with 3 eyes or more. Special price for this collection, \$5.00, prepaid

### LONG'S \$12.00 Iris Collection

Wm. Mohr  
Candlelight  
Moa  
Bruno  
Frieda Mohr  
Odoroloe

One each for \$12.00, prepaid.

### LONG'S \$18.00 Iris Collection

San Francisco  
Bruno  
Frieda Mohr  
Glowing Embers  
Candlelight  
Santa Barbara  
Moa

One each for \$18.00, prepaid.

### LONG'S \$25.00 Iris Collection

Cardinal  
Morning Splendor  
San Francisco  
Frieda Mohr  
Glowing Embers  
Conquistador  
Violeta  
Susan Bliss  
Wm. Mohr  
Gold Imperia  
Bruno  
Santa Barbara  
Candlelight  
Moa  
Asia  
Opera

One each for \$25.00, prepaid

# LONG'S Fine Irises at Lower Prices for Fall, 1930



Splendid varieties, many heretofore too high priced for the average garden. But NOW you can plant the newer Irises liberally, and enjoy "NEW THRILLS FROM NEW IRISES."

## PLANT IRIS ROOTS IN THE FALL

That's the best time. That's when I plant mine. That's when all large growers plant.

Prices are for divisions, as usually sold.

(PREPAID IN U. S. A.)

**AMBASSADEUR.** Standards Bronzy-violet. Falls rich velvety red-purple. One of the world's finest. Each, 25c. (5 for \$1.00) (25 for \$4.00).

**ANNA FARR.** Flowers white, bordered with blue. Each 25c (5 for \$1.00).

**ASIA.** Standards lavender, suffused purple. Falls light purple. Each 60c (2 for \$1.00).

**BLACK PRINCE.** True Perry variety. Standards intense violet. Falls black-purple. Each 30c (4 for \$1.00).

**BRANDYWINE.** Light violet. Each 40c (3 for \$1.00).

**BRUNO.** Standards purple. Falls velvety dark purple. Each \$4.00.

**CANDLELIGHT.** Pinkish lavender, illuminated with golden yellow. Each \$4.00 (3 for \$10.00).

**CARDINAL.** Standards lavender-rose. Falls dark red purple with velvety texture. Each, \$4.00 (3 for \$10.00).

**CONQUISTADOR.** Deep mauve to light purple. Tall. Large. Each, 60c (2 for \$1.00).

**DREAM.** Both standards and falls beautiful lilac to Chinese violet. One of the most charming in the pink or near-pink class. Each 20c (8 for \$1.00).

**FRIEDA MOHR.** Enormous pink-lavender. Largest of the pink bicolors. Each, \$4.00 (3 for \$10.00).

**GLOWING EMBERS.** Brownish lavender to pansy-purple. Each \$1.25 (3 for \$3.00).

**GOLD IMPERIAL.** New bright, clear yellow. Each, \$1.00.

**IMPERATOR.** Raisin-purple with red-brown markings. Large. Each 60c (2 for \$1.00).

**IRIS KING.** Standards golden yellow. Falls rich velvety maroon, edged yellow. 3 for 25c (12 for \$1.00).

**ISOLENE.** Standards rose-pink. Falls purplish-rose with golden throat. 2 for 25c (5 for \$1.00).

**KOCHI.** Early blackish-purple. 3 for 25c (14 for \$1.00).

**LA NEIGE.** Pure white French variety. Exclusive. 2 for 25c (10 for \$1.00).

**LENT A. WILLIAMSON.** Standards lavender-violet. Falls velvety violet-purple. Large. Very popular. 2 for 25c (11 for \$1.00) (10 for \$5.00).

**LORD OF JUNE.** Standards bordered. Falls violet-blue. Tall with magnificent large blooms. Each, 25c (5 for \$1.00).

**MAGNIFICA.** Standards violet-blue. Falls reddish-violet. Very large. Each, 60c (2 for \$1.00).

**MOA.** Standards pure violet. Falls deep velvety purple. Fine. Each \$3.00 (3 for \$3.00).

**MORNING SPLENDOR.** Standards magenta-violet. Falls rain-purple. Each, \$3.00 (3 for \$10.00).

**MOTHER OF PEARL.** Iridescent shades of Mother of Pearl. Beautiful. Each, 20c (7 for \$1.00) (25 for \$3.00).

**MRS. AEWBRONNER.** Golden yellow. 2 for 15c (12 for \$1.00).

**OBARISC.** Mauve with slight suffusion of pink. Each \$1.00.

**OPERA.** Standards vivid purple. Falls velvety purple. Each 40c (2 for \$1.00).

**ORIFLAMME.** Standards dark. In center. Falls hortense-violet. Edges of petals luxuriantly waved or frilled. Sweet scented. An outstanding beautiful Iris at low price. 2 for 25c (11 for \$1.00).

**PALLIDA DALMATICA.** Lavender-blue. Tall. 2 for 25c (11 for \$1.00).

**SAN FRANCISCO.** White, edged lavender. Very large. Each \$10.00 (3 for \$25.00).

**SAN GABRIEL.** Standards light lavender-violet. Falls deeper. Each \$1.00 (3 for \$2.50).

**SANTA BARBARA.** Pure lavender-blue. Each \$1.00.

**SOUV. DE MADAME GAUDICHAU.** Standards violet-blue. Falls black-purple. Each 40c (3 for \$1.00).

**SUSAN BLISS.** Delightful shade of rose-pink. Each 60c (2 for \$1.00).

**SWEET LAVENDER.** Standards French gray lavender. Falls darker. Each 25c (5 for \$1.00).

**WHITE KNIGHT.** Pure white. 2 for 25c (9 for \$1.00).

**WILLIAM MOHR.** Ground color lilac. Standards darker. The whole flower veined violet. Very large. Each \$5.00.

## Very Specially Priced

All standard size divisions, each variety plainly labeled. Figure these up at regular rates in my list or as priced by any other dependable grower, and note the extra big values at special collection prices.

(ALL PREPAID IN U. S. A.)

### LONG'S \$1.00 Iris Collection

|                                |                 |
|--------------------------------|-----------------|
| Lord of June                   | La Neige        |
| Ambassadeur                    | Lent Williamson |
| Mother of Pearl                | Iris King       |
| Sweet Lavender                 | Kochi           |
| One each, for \$1.00. Prepaid. |                 |

### LONG'S \$2.00 Iris Collection

|                               |                   |
|-------------------------------|-------------------|
| Brandywine                    | Madame Gaudichau  |
| Sweet Lavender                | Oriflamme         |
| Ambassadeur                   | Dream             |
| Mother of Pearl               | Kochi             |
| Anna Farr                     | Pallida Dalmatica |
| Iris King                     | Lent Williamson   |
| One each for \$2.00, prepaid. |                   |

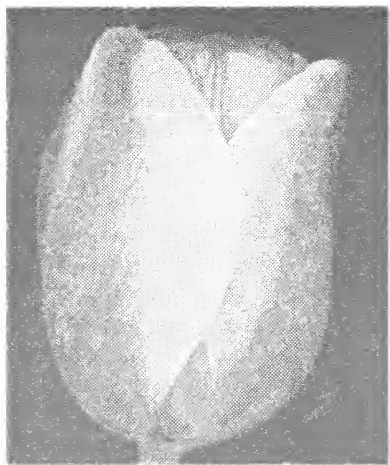
### LONG'S \$4.00 Iris Collection

|                               |                |
|-------------------------------|----------------|
| Glowing Embers                | Opera          |
| Lord of June                  | Anna Farr      |
| Magnifica                     | Ambassadeur    |
| Black Prince                  | Sweet Lavender |
| Asia                          | Kochi          |
| One each for \$4.00, prepaid. |                |

### LONG'S \$10.00 Iris Collection

|                                |                |
|--------------------------------|----------------|
| Candlelight                    | Glowing Embers |
| Frieda Mohr                    | MoA            |
| Morning Splendor               |                |
| One each for \$10.00, prepaid. |                |

# LONG'S "Personally Picked" List of Best Giant Tulips



## LONG'S Giant Darwin Tulips

Very large cup-shaped blooms, carried on tall, stiff stems. Splendid for garden display and unsurpassed for cutting.

Six bulbs at dozen rate. 50 at 100 rate. All are large, strong, healthy bulbs. Tulips prepaid in U. S. A.

67. **BARONNE DE LA TONNAYE.** Bright rose, margined blush. Very large and tall. (Doz. 54c) (100, \$4.00).

68. **BARTIGON.** Fire red—red that's red. (Doz. 60c) (100, \$4.40).

69. **CLARA BUTT.** Bright salmon-pink. Great favorite. (Doz. 48c) (100, \$3.60).

70. **DREAM.** Lilac-rose. Extra large. (Doz. 70c) (100, \$4.80).

71. **F. SANDERS.** Another big, bright scarlet. (Doz. 54c) (100, \$4.00).

72. **MME. KRELAGE.** Bright rose, with light border. (Doz. 54c) (100, \$4.00).

74. **PRIDE OF HAARLEM.** Big and showy carmine-rose. (Doz. 50c) (100, \$3.80).

75. **REV. EUBANK.** Heliotrope-lilac. Fine. (Doz. 60c) (100, \$4.40).

76. **SULTAN.** Rich maroon-black. (Doz. 50c) (100, \$3.80).

77. **WHITE QUEEN.** Creamy white, tinged blush. (Doz. 64c) (100, \$4.40).

79. **WM. PITT.** Dazzling crimson-scarlet. (Doz. 64c) (100, \$4.40).

80. **LONG'S SPECIAL MIXED DARWINS.** Many choicest Darwins, also a few fine Cottage varieties to increase range of color. Sure to please. (Doz. 50c) (100 for \$3.80) (250 for \$9.00).

## LONG'S Bargain Tulip Mixture.

Darwin and Cottage varieties, mostly Darwins. Strong blooming size bulbs. Good variety of colors but not quite so many different varieties as in my Special Mixture. Special prices: (30 for \$1.00.) (100 for \$3.00.) (300 for \$7.00.) Prepaid.

64. **PINK DARWINS MIXED.** Several shades best pink varieties mixed, not labeled. (Doz. 50c) (100, \$3.80).

65. **RED DARWINS MIXED.** Will make a blaze of glory in your garden. (Doz. 50c) (100, \$3.80).

## LONG'S Cottage Tulips

Same season and habit of growth as Giant Darwins, fitting in well with them and supplying several colors lacking in the Darwins.

61. **YELLOW (INGLESCOMB).** Satiny-yellow globe-shaped flowers. (Doz. 50c) (100, \$3.80).

62. **PICOTEE (MAIDEN'S BLUSH).** Pure white, daintily and beautifully margined with rose. Petals recurved. (Doz. 50c) (100, \$3.80).

63. **ORANGE KING.** Very large globular flower of a beautiful glowing orange with scarlet tinge. Sweet scented. A valuable addition to your tulip collection. (Doz. 70c) (100, \$4.80).

## LONG'S Old-Fashioned

### "Parrot" Tulips

Complying with request of a number of customers, I am importing some of these odd tulips with fringed and crinkled petals. The buds are supposed to resemble a parrot's head.

**Parrot Tulips Mixed.** (Doz. 60c) (100 for \$4.20).

(Free culture directions with each bulb order.)

## Breeder Tulips—Unusual Colors

Similar to Darwins in size and shape. Just a little later and larger. These popular richly-hued Breeders come in rare colors and color combinations as noted.

81. **BRONZE QUEEN.** Combination of brown and bronze. (Doz. 60c).

82. **CARDINAL MANNING (GOLIATH).** Dark violet, shaded brown. (Doz. 60c).

83. **DON PEDRO.** Coffee-brown, shaded maroon. (Doz. 90c).

84. **LOUIS XIV.** Rich purple, margined bronze. Immense. (Doz. 80c).

85. **ST. JAMES.** Rosy lilac, edged tan. (Doz. 70c).

86. **VELVET KING.** Velvety purple-blue. Inside crimson. (Doz. 90c).

87. **MIXED BREEDERS.** Splendid, but not labeled. (Doz. 70c).

**Group or Clump Planting.** Delightful effects are secured by planting fall bulbs in clumps or groups of half a dozen or more of a kind or color together, not in formal rows or designs, but just sort of careless like. Placing them along the edges and in front of shrubbery is a splendid plan.

**After Bulbs Have Bloomed.** They may remain in same place for several years. When do not bloom so well, dig up and reset. The old bulbs split up and make many smaller bulbs. Usually some large enough each year to bloom, but sometimes not so, and you may fail to get blooms one season but will get them the next. Set the small tulip and narcissus bulbs out and they will come to blooming size in year or two.

## Hardy Narcissus Bulbs

All Are Good for Either Pots or Garden



All Prepaid

### *LONG'S* Trumpet Narcissi

(NARCISSUS BULBS PREPAID IN U. S.)

20. Largest of all Trumpet varieties. A monster for pots or outdoors. Both trumpet (which is deeply frilled) and perianth, deep, rich yellow, the shade of Golden Spur. A large, bold flower; tall and strong grower. Sure to please. (Each, 22c) (3 for 60c) (Doz. \$2.20). (6 bulbs at dozen rate.)

21. **EMPRESS.** Trumpet large, rich golden yellow; petals or perianth white; long stem. (2 for 25c) (Doz. \$1.25).

22. **EMPEROR.** Like Empress, but entire flower is pure golden-yellow. The two make a fine pair. (2 for 25c) (Doz. \$1.25).

23. **SIR WATKINS.** The wide, spreading petals are primrose-yellow. The cup bright yellow, often orange. Beautiful. (2 for 25c) (Doz. \$1.20).

24. **POETICUS ORNATUS.** White petals, small, yellow cup, margined scarlet. Fragrant. (3 for 25c) (Doz. 80c).

### *LONG'S* Double Narcissus

25. **VON SION.** The well-known, yellow daffodil much grown in pots. Hardy in garden also. (2 for 25c) (Doz. \$1.25).

26. **PRIMROSE PHOENIX.** Large, double, rose-shaped flower of lovely lemon shade. Very showy. (2 for 30c) (Doz. \$1.60).

### Paper White Narcissus

#### PAPER WHITE NARCISSUS BLOOMS IN WATER

For indoors only. Will bloom in soil or water. May be put into pots or bowls anytime from September to December. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner. Good strong bulbs. (3 for 25c) (Doz. 30c) (100 for \$6.40). Smaller bulbs, Paper Whites, at 60c Doz., but I do not recommend them.

## Some Good Perennials

All Plants Prepaid in U. S. A.

Is best to set these out in September in most localities. Early October O. K. in many places. However, Lily of the Valley may be set out anytime before ground freezes.

**DELPHINIUM PLANTS.** Same as described on page 7 my spring catalogue. Mixed colors, mostly shades of blue. (7 plants, \$1.00) (15 for \$2.00).

**GYPSOPHILA (BABY'S BREATH)** Color, white. Run single, semi-double and double. Cheap enough so you can pull out the stungles. (7 roots for \$1.00) (15 for \$2.00).

**STATICE (SEA LAVENDER).** The *Latifolia* variety, light blue. Fine for using with other flowers. Good blooming size roots. (4 for \$1.00) (9 for \$2.00).

**COLUMBINE.** The true native Rocky Mountain strain, the state flower of Colorado. Thrives anywhere but in the South. Sepals blue. Petals white. Two-year-old roots bloomed this year. (3 for \$1.00) (7 \$2.00).

**COLUMBINE ROOTS.** Same as above, but smaller. Should bloom some next season and make fine, large plants for following year. (7 for \$1.00) (15 for \$2.00).

**BLEEDING HEART.** Blooms so early in spring that it is best to set out in fall. (Each, 60c.) (3 for \$1.50.)

**HARDY, FRAGRANT VIOLETS.** Also bloom in early spring. One of the few flowers that does well in shade. Blossoms violet color. I take up and ship the clumps. Each clump may be divided into 20 to 30 pieces for setting out. (Clump, \$1.00) (3 clumps, \$2.50) (5 clumps, \$4.00).

### Fragrant Freesias

Splendid for pots.

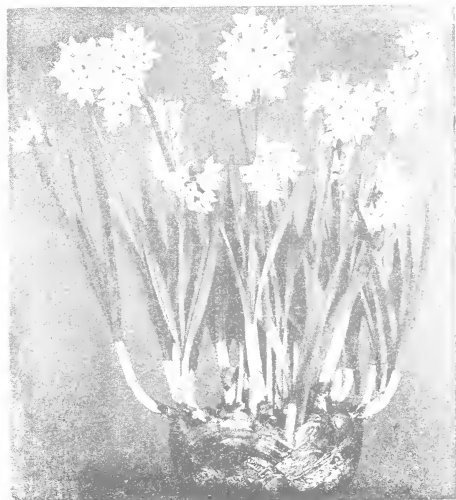
**White (Purity strain).** (Doz. 50c) (15 for 80c).

**Rainbow Mixture.** First time we have had these colored Freesias to offer. You will like them. (Doz. 60c) (25 for \$1.50).

(1/2 Doz. Freesias at dozen rates.)

### Chinese Sacred Lily

White flowers with yellow cup. Plant the bulbs in bowl of water, same as "Paper Whites." (2 for 25c) (Doz. \$1.40).



PAPER WHITE NARCISSUS

## Lovely Fragrant Hyacinths



### Hyacinths for Pots

Good size bulbs that do especially well in pots, but are of course splendid for outdoors also.

1. **L'Innocence.** Best pure white.
2. **Gigantea.** Large bluish-pink; fine.
3. **Gertrude.** Splendid rose-pink.
4. **La Victoria.** Best red hyacinth.
5. **Queen of Blues.** Light blue or lavender.
6. **King of Blues.** Rich, deep blue or purple.

Price for any of the above, assorted or alike, each kind labeled: (Each 15c) (3 for 40c) (Doz. \$1.50).

### Bedding Hyacinths

The same fine named varieties as above but smaller. Splendid for outdoors. Produce fine spikes. 11. **White**; 12. **Light Pink**; 13. **Rose-Pink**; 14. **Red**; 15. **Light Blue**; 16. **Purple**. Prices: (Each 10c) (3 for 25c) (Doz. 90c).

### FREE CULTURE DIRECTIONS WITH EACH ORDER

### Early Crocus Bulbs

They bring us good cheer often before winter has really left. White, purple and yellow in separate colors, labeled. (Doz. 40c) (30 for \$3.00).

Mixed colors. Doz. 35c (100, \$2.50).

## Fragrant Freesias

Very beautiful, graceful and delightfully fragrant.

**Culture.** Pot the bulbs in September or October for best results. Set the pots in cool place for a few weeks or more. Then place in or near window. If plants quite tall, use small sticks and twine to fence them in. Early potted bulbs bloom for Christmas.



**White. Purity Strain.** (Doz., 50c; 25 for 90c.)

**Rainbow Mixture.** Colored Freesias in mixture. (Doz., 60c; 25 for \$1.00.) (1/2 doz. Freesias at doz. rates.)

## Two Good Old-Time Garden Favorites

### Lily of the Valley

**LILY OF THE VALLEY.** One of the best answers to that frequent question, "What can I grow in shade, or partial shade." Will



thrive also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 30 to 40 single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely.

Clump, \$1.00; (3 clumps, \$2.50) (5 clumps, \$4.00.) Prepaid.

### Bleeding Heart



**BLEEDING HEART.** (Dicentra.) An old but ever popular garden favorite, blooming early in spring if set out in fall. Strong blooming size roots. (Each, 60c; 3 for \$1.50.) Prepaid.



## Hardy, Fragrant Violets

Here's one answer to that question, "What will grow and thrive in the shade?"

These hardy violets grow in shade, partial shade, or out in the open, but do best in partial shade. The plants increase in size or number by sending out short runners, which take root and make new plants around the original one, soon forming quite a nice clump. When the clumps get too large or too thick they may be taken up, pulled apart and reset.

The blossoms are of violet color, and delicately fragrant. I'm selling these violets in clumps. Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps, for quicker results. There is no set rule as to this. They thrive most any way, if given good soil and reasonable care.

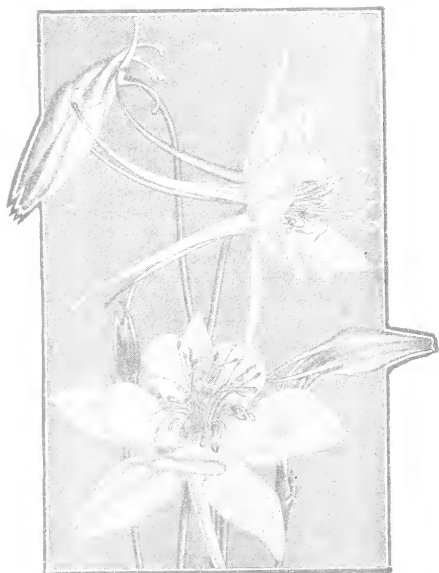
**Prices:** One clump, \$1.00; 3 clumps, \$2.50; 5 clumps for \$4.00, prepaid, anywhere in U. S. A.

## Gaillardia Roots

Grow and increase something like the Shasta daisy, with which the flowers combine well. If blooms are cut often the plants will continue to flower most all summer. The flowers, several inches in diameter, are a combination of red and yellow, some more red, some more yellow, than others.

Good blooming size plants (Waller-Franklin new hybrids): 6 for \$1.00; 15 for \$2.00, prepaid.

## Rocky Mountain Columbine



**The State Flower of Colorado.** Very beautiful, hardy perennial; sepals blue; petals white. Thrives in any State. Does best in partial shade. Starts growth early in spring. Blooms here last of May, almost always in Bloom Decoration Day.

Strong roots that bloomed this season, 3 for \$1.00, 7 for \$2.00, prepaid.

Smaller roots that have not bloomed but should bloom some next spring, 7 for \$1.00, 15 for \$2.00, prepaid.

"JD Sez, Sez 'E"



Well, here it's August 15th and I'm still working on this fall catalogue. Just three days more and I'm off for Iowa. And the catalogue must be ready for the printer before I leave. Will have to go some.

As most of you know, the annual show of the American Gladiolus Society will be held in Des Moines, Iowa, August 22, 23 and 24. I've been pressed into service again to help judge at this show. What's worse, the Executive Committee made me the goat—sent word that I'm to be toastmaster at the annual banquet of the society to be held in Hotel Savery the night of the 22nd.

Adding insult to injury, their chairman said that the talks are to be short—no Long talks. Now wouldn't that jar you, if you were in my place! Anyhow, I'm sure we shall have a good show in spite of the dry weather, and a good banquet in spite of a dry toastmaster.

Intend to run up to Mason City, my old home town in Iowa, a few days before the show. Even there only once in last 27 years, so think about time for another little visit with relatives and friends now prized for quality rather than quantity. Only a few left, you know.

Wish had time to tell you about my 33-day trip out in California and Oregon last June and July. My fourth trip to Los Angeles to help judge at the annual Glad show of the California Gladiolus Society. My word, but they do put on a big show, and a dream of my childhood.

Get booked also to judge at the Alameda, Calif. Glad show several weeks later. The Alameda gardeners are certainly "glad consumers". Very enthusiastic and up to date. One glad fan called at my hotel, routed me out of bed before breakfast, and took me to see his delightful garden.

Of course I visited many of the leading bulb and seed growers all the way from Southern California up to Portland and vicinity. Did they treat me fine? Well I should say they did. Always do. Funny, isn't it, in view of the fact that a number of them are my "fierce competitors".

Most of the pages for this catalogue are gone in type. And I see where I don't have much space left for just visiting. Pund this half-page not taken, so grabbed it for these few remarks.

So you will have to hunt up some of my former catalogues if you want to read again about the high quality bulbs we grow here in Sunny Colorado. Not only do we have scorching like 267 days of sunshine a year, but our gardens are about a mile nearer the sun than most other Glad gardens in the world. That mile makes a whale of a difference, you understand, in amount of pep the sun puts into mile-high grown bulbs. If you don't believe it, just send me a nice big order and make me prove this! Thanks a lot.

Cordially yours

J. D. LONG.



## What Happened When a Careless Gardener In the U. S. A. Planted One of J. D. Long's Bulbs Upside Down

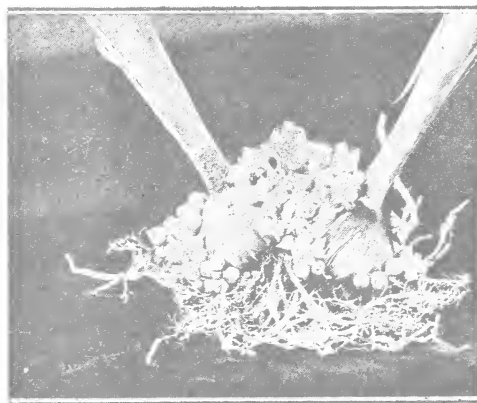
The official organ of the American Gladiolus Society is an exceedingly interesting and helpful magazine, THE GLADIOLUS REVIEW, edited by Prof. Alex Laurie, published at Goshen, Indiana, and mailed free to members of the society.

When the Review comes, the first of each month, I drop everything and give every page the once over, then when I have time later I give it a more thorough reading.

Imagine my surprise when I came to page 193 in May, 1930, number to discover this cartoon with the clever explanation. I suppose many readers thought I had a hand in this, but the truth is I never knew anything about it until I saw it with my own eyes in the Review.

I immediately wrote Secy. Roscoe Huff, who is also business manager of the Review, asking him who was to blame for planting the bulb upside down and the cartoon right side up. Roscoe said that the drawing was made and sent in by Mrs. Mary Campbell, Athens, Penna., and that he took it upon himself to run the two lines under cartoon as shown above.

As nothing more was said, I'm not sure whether it was intended to point any moral. Guess you are to draw your own conclusions regarding the pep of Colorado grown bulbs. To be honest, I had a hirling once who planted a lot of my glad bulbs upside down; but they didn't have the strength to do as this bulb did—just detoured the sprouts around the bulb and came up in good old Sunny Colorado.



### GLADS MAKE A TWO STORY CROP

Glads are certainly cheerful, willing workers. Not only do they produce the pleasing spikes of bloom we enjoy in the garden or as cut flowers, but also make one to three or four new bulbs for next year's blooming and a flock of bulblets. The bulblets grow into small or medium size bulbs the following season. Not all bulbs produce so many bulblets as shown here.

# LONG'S Annual Fall Sale Of Gladiolus Bulbs

At Digging-Time Prices—Fall Delivery



Yes, it has become a habit with me to offer gladiolus bulbs and bulblets in my fall catalogue. It would be almost impossible for me to break this habit, even if I wanted to do so. Because many of my customers have also formed a habit—of buying part or all their glads in the fall. They would just about compel me to “deliver the goods” in accordance with habits of “Long” standing.

It is most sensible and good business to buy glads in the fall. I’ve found it so in my own buying and sure practice what I preach. I spend thousands of dollars a year in stocks of the newer glads. With few exceptions, all these are bought in the fall. Fall buying gives you the pick of the stock, assures your getting the varieties and sizes you want and at very reasonable prices. Then, too, it’s fun having your bulbs and bulblets right where you can watch them and keep them carefully and safely through the winter. Just to “paw them over” from time to time, and visualize the rare and beautiful spikes of bloom they will produce, is no small compensation, as any real fan well knows.

## Three-Size Glad Bulbs

The **Larger Bulbs** will measure (in diameter) from  $1\frac{1}{4}$  to nearly  $1\frac{3}{4}$  inches, mixed sizes. This size is designated by the letter “**L**.”

**Medium Bulbs** measure  $\frac{3}{4}$  to over an inch, mixed sizes, or larger. I find these **Medium Bulbs** bloom nicely, though the large bulbs

make still larger spikes or more of them. **Medium Bulbs** are designated by letter “**M**.”

**Small Bulbs** are designated by the letter “**S**.” They will average about half-inch in diameter, some larger, some a little smaller. Not sold as blooming sizes, yet many will bloom. But if you want fine spikes of blooms first year, buy the **Large** and **Medium** sizes.

## What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three, occasionally four or five. A **Medium** bulb will produce a splendid spike, and maybe two of them. A **Small** bulb is not certain to bloom, but most smaller bulbs will bloom nicely, producing smaller spikes.

So for flowering purposes there isn’t so very much difference one way or the other as to the relative cost of bulbs and the flowers they produce.

But for increasing stock there is a big difference. The medium and small bulbs are a much better investment than the large ones, for producing new, vigorous bulbs and many bulblets.

Any bulb will produce one new bulb for each spike it sends up, so you get two or more new bulbs from a large bulb, as a rule. But the bulbs produced from the smaller bulbs are more vigorous. The small bulbs you plant—that is, the small and medium bulbs, will generally produce a good many more bulblets than will be found on bulbs from the larger bulb.

So there you are—pay your money and take your choice! Large, commercial bulb growers do not buy the largest bulbs if they can get the medium or small ones. Even at the same price, I would prefer the medium or small bulbs, if produced from the bulblet planted the previous season. That is, in varieties that I wish to propagate or increase stock of as rapidly as possible.

## Prices, Terms, Delivery

Please note that these gladiolus prices are guaranteed for this fall only. Many of these offers will be withdrawn altogether after this fall.

At digging-time prices, I do not fill a glad order amounting to less than \$1.00. I prefer not less than \$3.00, but will handle orders from \$1.00 up if received in time.

Each item on your fall order, at digging-time prices, must amount to not less than 20c.

I pay all postage or express charges on U. S. A., and guarantee safe delivery. My choice, whether parcel post or express.

**TERMS:** Cash with order, or 14 cash with order, balance C. O. D. Or send 14 with order, and balance any time before we are ready to ship.

**A. E. KUNDERD.** (K.) Immense salmon-rose, with dark blotch. (L. ea., 25c; 1) for \$2.00.) (M. 2 for 25c; 10 for \$1.00.) (S. 4 for 25c; 10 for 55c.)

**AFLAME.** (Hornberger.) Extra large grandiflora Prim of begonia-rose shading to bright orange flame near edge. 6 or more giant blooms open at once. (L. 35c; 3 for \$1.00, 10 for \$2.50.) (M. 20c; 10 for \$1.49.) (S. 3 for 25c; 10 for 79c.)

# *LONGS* Gladiolus Bulbs at Digging Time Prices, Prepaid

**AIDA.** (Europe.) Large dark blue-purple. Surprisingly early for so large and fine a variety. (L. 50c; 10 for \$4.00.) (M. 30c; 10 for \$2.40.) (S. 2 for 25c; 10 for \$1.00.)

**ALBATROS.** (Europe.) Large pure white. (L. \$1.25; 10 for \$10.00.) (M. 75c; 10 for \$6.00.) (S. 40c; 10 for \$3.20.) (Blts. 6 for 50c; 100 for \$6.00.)

**ALLEN V. BUNCE.** (Bill.) Bright orange-yellow, with central line of claret. (L. 3 for 20c; 10 for 65c.) (M. 10 for 30c.)

**APRICOT GLOW.** (Canada.) Warm, clear apricot. (L. 20c; 10 for \$1.40.) (M. 2 for 10c; 10 for 70c.) (S. 5 for 20c; 10 for 35c.)

**AVA MARIA.** (Europe.) Said by many to be Pfitzer's choicest blue to date. (L. \$2.00; 10 for \$16.00.) (M. \$1.00; 10 for \$8.00.) (S. 70c; 10 for \$4.00.) (Blts. 5 for 30c.)

**BALBOA.** (Briggs.) Glowing apricot-pink blending into yellow throat. (L. 2 for 20c; 10 for 80c.) (M. 6 for 25c; 10 for 45c.) (S. 10 for 25c.)

**BERTY SNOW.** (Mair.) Large lavender. (L. 40c; 10 for \$3.20.) (M. 22c; 10 for \$1.80.) (S. 3 for 25c; 10 for 70c.)

**BETTY COMPSON.** (D.) Phlox-pink, overlaid phlox-purple. (L. 3 for 20c; 10 for 65c.) (M. 6 for 25c; 10 for 35c.)

**BETTY JOY.** (Bill.) The glad with "that schoolgirl complexion". Soft cream-white, flushed LaFrance pink. Many lovely blooms open on strong straight spike. Blooms perfectly placed and spaced. Spike never crooked. A real glad, thanks to originator. "Bill" Purple. (L. 2 for 20c; 10 for 80c.) (M. 5 for 25c; 10 for 45c.) (S. 10 for 25c.)

**BETTY NUTHALL.** (Salbach.) Light coral with pale orange throat, feathered carmine. Tall, straight, magnificent. Increases fast. (L. 50c; 10 for \$4.00.) (M. 30c; 10 for \$2.40.) (S. 2 for 30c; 10 for \$1.20.)

**BOBBY.** (K.) Immense deep rose with darker throat. (L. 2 for 20c; 10 for 80c.) (M. 4 for 20c; 10 for 45c.) (S. 10 for 25c.)

**BREAK O' DAY.** (Bill.) Early tall pink. (L. 4 for 20c; 10 for 45c.) (M. 10 for 25c.)

**CAROLUS CLUSIUS.** (Velhuys.) Salmon-pink with cream blotch. (L. 50c; 10 for \$4.00.) (M. 25c; 10 for \$2.00.) (S. 2 for 15c; 10 for \$1.00.) (Blts. 12 for 20c.)

**CATHERINE COLEMAN.** (J.C.) Large geranium-pink. (L. 2 for 25c; 10 for \$1.00.) (M. 3 for 20c; 10 for 60c.)

**CHAS. DICKENS.** (Europe.) Bright radiant purple, with velvety blotch. Tall, strong, straight spike with many fine large blooms, splendidly placed and spaced. Color just a little deeper than the well known Henry Ford glad. I have often called Dickens "The New Ford", because so much better than the old Ford. Might also be called an "Improved Anna Eberius"—more velvety and not flecked. Stands heat better. Very healthy and strong grower. (L. 2 for 20c; 10 for 84c.) (M. 4 for 20c; 10 for 45c.) (S. 10 for 25c.)

**CORONADO.** (Briggs.) The big white glad with rich glossy purple throat. Blooms of heavy texture, edges frilled. As with many best glads, the white is sometimes tinged soft purple, due to soil or seasonal conditions. (L. \$1.00; 10 for \$8.00.) (M. 50c; 10 for \$4.00.) (S. 25c; 10 for \$2.00.) (Blts. 10 for 50c.)

**CORYPHEE.** (Europe.) A Pfitzer masterpiece. Tall spike with many immense blooms open. Soft rose-pink similar to color of a fresh cut Ophelia rose. (L. \$1.00; 10 for \$8.00.) (M. 50c; 10 for \$4.00.) (S. 25c; 10 for \$2.00.) (Blts. 14 for 50c.)

**DAMASCUS.** (Stevens.) Argyle purple and hellebore red, blended. (L. \$1.50; 10 for \$12.00.) (M. \$1.00; 10 for \$8.00.) (S. 50c; 10 for \$4.00.) (Blts. 10 for 50c.)

**DR. F. E. BENNETT.** (D.) That large "house-affire" red. (L. 4 for 25c; 10 for 50c.) (M. 10 for 25c.) (S. 20 for 25c.)

**DR. MOODY.** (Kinyon.) Large good lavender. Strong grower and rather early. (L. 30c; 10 for \$2.50.) (M. 2 for 30c; 10 for \$1.50.) (S. 2 for 20c; 10 for 75c.)

**DR. NELSON SHOOK.** (K.) Deep tyrian-rose. Tall, large, ruffled. (L. 2 for 30c; 10 for \$1.20.) (M. 2 for 20c; 10 for 70c.) (S. 4 for 20c; 10 for 45c.)

**EARLY SUNRISE.** Large early rose. (L. 3 for 25c; 10 for 55c.) (M. 10 for 25c.)

**ELIZABETH SWARTLEY.** Soft clear salmon pink, light throat, very early. (L. 4 for 25c; 10 for 45c.) (M. 10 for 25c.)

**FREDERICK CHRIST.** (D.) Rare combination of LaFrance pink and yellow. Stock scarce and in demand. (L. \$2.00; 10 for \$16.00.) (M. \$1.50; 10 for \$12.00.) (S. \$1.00; 10 for \$8.00.) (Blts. 12 for \$1.00.)

**FRANK J. MCCOY.** (Briggs.) Tall, large, pink. Strong spike and good placement of blooms. (L. \$1.00; 10 for \$8.00.) (M. 50c; 10 for \$4.50.) (S. 25c; 10 for \$1.80.)

**GERALDINE FARRAR.** (D.) Pale lavender-violet with violet spot lower petals. (L. 20c; 10 for \$1.40.) (M. 3 for 25c; 10 for 70c.) (S. 5 for 20c; 10 for 35c.)

**GLORIANA.** (Betscher.) Well named indeed. Rich salmon, bright and clean color, good spike, good in every way. (L. 3 for 25c; 10 for 75c.) (M. 4 for 20c; 10 for 45c.) (S. 10 for 25c.)

**GOLD EAGLE.** (Austin.) Very prolific yellow. (L. 3 for 22c; 10 for 60c.) (M. 5 for 20c; 10 for 35c.)

**GOLDEN DREAM.** (Canada.) Tall, clear deep yellow. (L. 2 for 25c; 10 for \$1.10.) (M. 3 for 20c; 10 for 60c.) (S. 5 for 20c; 10 for 35c.)

**GOLDEN FRILLS.** (K.) Deep rich daffodil-yellow, frilled edges, light red line lower petals. (L. 2 for 20c; 10 for 70c.) (M. 4 for 20c; 10 for 45c.) (S. 10 for 25c.)

**GOLDEN MEASURE.** (Kelway.) Large yellow. (L. 4 for 25c; 10 for 55c.)

**HEAVENLY BLUE.** (Europe.) One of the best light blues. (L. 30c; 10 for \$2.50.) (M. 20c for \$1.60.) (S. 2 for 20c; 10 for 75c.)

**HELEN HOWARD.** (Austin.) Golden buff, amber throat. (L. 25c; 10 for \$2.00.) (Blts. 10 for 50c.)

**HERBERT ZAUBER.** (Europe.) Glowing orange-salmon. (L. 20c; 10 for \$1.60.) (M. 2 for 25c; 10 for \$1.00.) (S. 3 for 20c; 10 for 60c.)

**INVINCIBLE.** (Europe.) Rose with carmine blotch. (L. \$2.00 each.) (M. \$1.60 each.) (S. 50c each.) (Blts. 10 for 50c.)

**JANE ADDAMS.** (Dec.) Very large lavender. (L. 25c; 10 for \$2.00.) (M. 2 for 30c; 10 for \$1.25.) (S. 3 for 25c; 10 for 70c.)

**JENNY LIND.** (Dec.) Light salmon, cream throat. Special strain that grows taller than the usual strain. (L. 4 for 20c; 10 for 45c.) (M. 10 for 25c.) (S. 20 for 25c.)

**JOERG'S WHITE.** (Joerg.) Extra large creamy white. (L. 30c; 10 for \$2.40.) (M. 2 for 30c; 10 for \$1.20.) (S. 3 for 20c; 10 for 60c.)

**JONKHEER VAN TETS.** (Europe.) Call this J. van Tets, for short. One of those really large, tall good whites we are looking for. (L. \$2.50; 10 for \$20.00.) (M. \$1.50; 10 for \$12.00.) (S. \$1.00; 10 for \$8.00.) (Blts. 6 for 50c; 100 for \$8.00.)

**JUBILEE.** (Kemp.) Large lavender-pink. (L. \$2.00; 10 for \$1.60.) (M. \$1.00; 10 for \$8.00.) (S. 50c; 10 for \$4.00.) (Blts. 8 for 50c.)

**KUNDERD'S YELLOW WONDER.** (K.) (L. 2 for 20c; 10 for 80c.) (M. 4 for 25c; 10 for 50c.)

# LONG'S Gladiolus Bulbs at Digging Time Prices, Prepaid

**LA PALOMA.** (Dusinberre.) Tall orange. \$6.00; (S. 30c; 10 for \$2.40.) (Blts. 10 for \$1.00.)

**LAVERANDER BRIDE.** Large smoky lavender. (L. 35c; 10 for \$2.50.) (M. 20c; 10 for \$1.60.) (S. 3 for 25c; 10 for 70c.)

**LE CYGNE.** (Houdyshel.) Dainty, pure white, frilled. (L. 75c; 10 for \$6.00.) (M. 40c; 10 for \$3.20.) (S. 25c; 10 for \$2.00.)

**LINALEE.** (Diener-Fletcher.) Large pink. (L. \$1.00; 10 for \$8.00.) (M. 60c; 10 for \$4.80.) (Blts. 10 for 50c.)

**LONGFELLOW.** (Dec.) Bright beautiful pink of good size. Splendid spike. (L. 3 for 20c; 10 for 60c.) (M. 5 for 20c; 10 for 35c.) (S. 20 for 25c.)

**LOS ANGELES.** (Houdyshel.) Salmon pink, tinted orange. Great bloomer. (L. 5 for 25c; 10 for 45c.) (M. 10 for 25c.)

**LOYALTY.** (Austin.) A yellow that's yellow, also good size. Very sturdy grower with immense foliage. Great prize winner. (L. 60c; 10 for \$4.80.) (M. 40c; 10 for \$3.20.) (S. 25c; 10 for \$2.00.)

**MARIE KUNDERD.** (K.) Early ruffled white of good size. (L. 4 for 25c; 10 for 45c.) (M. 10 for 25c.) (S. 22 for 25c.)

**MARMORA.** (Errey.) Smoky lavender with deep blotch. Many open. Large. (L. 50c; 10 for \$4.00.) (M. 30c; 10 for \$2.00.) (S. 2 for 30c; 10 for \$1.20.)

**MARY FREY.** (Gelsner.) Lavender with ruby blotch. Good spike. Blooms well arranged. Probably the earliest of all the good lavender. Easy to grow. (L. 25c; 10 for \$2.00.) (M. 2 for 25c; 10 for \$1.00.) (S. 4 for 20c; 10 for 45c.)

**MARY JANE.** (K.) Silvery lavender with lavender throat. (L. 30c; 10 for \$2.40.) (M. 20c; 10 for \$1.60.) (S. 2 for 20c; 10 for 50c.)

**MATILDA ANN.** (Diener-Fletcher.) Very large white. (L. \$1.25; 10 for \$10.00.) (M. 75c; 10 for \$6.00.) (S. 40c; 10 for \$3.20.) (Blts. 10 for \$1.00.)

**MINUET.** (JC.) Really marvelous large lilac-lavender with many, many good points and few, if any, faults. Others in its color class may come and go, but Minuet will be among those present at the finish. (L. 30c; 10 for \$2.40.) (M. 20c; 2 for 35c; 10 for \$1.60.) (S. 2 for 20c; 10 for 70c.)

**MISS DES MOINES.** (Dec.) Another most charming lilac-lavender, with clear light yellow throat. Very chaste, yet large and tall, with straight, stiff spike on which the blooms are well placed. (L. \$1.00; 10 for \$8.00.) (M. 50c; 10 for \$4.00.) (S. 25c; 10 for \$2.00.) (Blts. 10 for 50c.)

**MISS GREELEY.** (Briggs.) Similar to Phipps in color. Buds and backs of petals slightly orange tinted. Good spikes, good habit, blooms well placed, plenty open but not so many open at a time as with Phipps. One outstanding difference is that Miss Greeley is considerably earlier. The enthusiastic Greeley, (Colorado.) Garden Club and Chamber of Commerce selected and named this glad for their beautiful city. They have also made the Gladiolus the official flower of Greeley. On account of the limited stock, only large and medium bulbs of Miss Greeley will be sold this season. I have the entire stock with exception of a few bulbs in hands of members of the Greeley Garden Club for trial. This description is more to introduce Miss Greeley for next year than to sell it at this time. Hope to have enough stock by fall, 1931, to make the price on basis of 50 cents for large bulbs. The prices until then are: (Large bulbs, \$1.00 each.) (Medium bulbs, 50c each.)

**MOROCCO.** (Europe.) Very dark, almost black. Good size. A real novelty. (L. \$1.50; 10 for \$12.00.) (M. 75c; 10 for \$6.00.) (S. 50c; 10 for \$4.00.)

**MRS. A. B. C. DOHRMANN.** (D.) Venetian pink, overlaid jasper-red. Straight spike. Good size. Many open. (L. 2 for 25c; 10 for \$1.00.) (M. 3 for 20c; 10 for 60c.) (S. 10 for 20c.)

**MILTON SILLS.** (D.) Alizarine pink, overlaid rose doree and jasper red. (L. 2 for 25c; 10 for \$1.20.) (M. 3 for 20c; 10 for 60c.)

**MRS. F. C. HOERNBERGER.** (H.) Popular fine white. Has won many prizes. (L. 2 for 25c; 10 for \$1.00.) (M. 3 for 20c; 10 for 60c.) (S. 10 for 25c.)

**MRS. F. C. PETERS.** (Fischer.) Lavender with dark throat. (L. 4 for 25c; 10 for 50c.) (M. 10 for 30c.) (S. 20 for 25c.)

**MRS. FRANK WHITE.** (White-Diener.) Immense white, slightly tinted pink. (L. 50c; 10 for \$4.00.) (M. 30c; 10 for \$2.50.)

**MRS. JOHN S. WOODS.** (Metzer.) So much like Mrs. Douglas that few can tell the difference, if there is any. Prices same as Mrs. Douglas.

**MRS. LEON DOUGLAS.** (D.) Gigantic spike and blossom of begonia rose, striped scarlet. (L. 4 for 25c; 10 for 50c.) (M. 10 for 25c.) (S. 20 for 25c.)

**MRS. P. W. SISSON.** (JC.) Lovely cameo pink. Many large blooms open at one time. Increases fast, therefore now priced so reasonably. (L. 3 for 25c; 10 for 75c.) (M. 4 for 20c; 10 for 45c.) (S. 10 for 20c.)

**MRS. GERTRUDE PFITZER.** (Europe.) Light blue with violet center. (L. 15; 10 for \$6.00.) (M. 50c; 10 for \$4.00.) (S. 30c; 10 for \$2.50.) (Blts. 6 for 25c.)

**MRS. VAN KONYNENBURG.** (Europe.) Blue lavender. Tall straight spikes. Healthy grower and increases well. Has won many medals and prizes in Europe and America. My stock of this is very clean, true and healthy. A basket of Mrs. Konynenburg entered in the California State Gladiolus show in Los Angeles last June won first prize. Mr. and Mrs. A. H. Nicholas of Santa Maria were the happy winners. (L. 25c; 10 for \$2.00.) (M. 2 for 25c; 10 for \$1.00.) (S. 4 for 20c; 10 for 40c.) (I've been told by Hollanders that this is pronounced, Kon-nin-en-burg, with accent on the nine.)

**MR. W. H. PHIPPS.** (D.) Guess most everybody now knows about Phipps, "The Wonder Glad". Great big pink that has as many as 16, 18 or even 20 blooms open at a time. And they last well, too. Not all spikes have so many blooms. Not very uniform as to this. But most medium and large bulbs will produce amazing results. (L. 4 for 25c; 10 for 55c.) (M. 10 for 30c.) (S. 20 for 25c.)

**NANCY HANKS.** (Salbach.) Apricot to orange-pink. No crooked spikes. Resists heat remarkably. Won prizes and favor in Europe, so that demand from there has been very good. I myself shipped 50 quarts Nancy Hanks bulbets to a Holland firm last fall. (L. 4 for 25c; 10 for 30c.) (M. 10 for 25c.) (S. 18 for 25c.)

**NIXIE.** (D.) Good ruffled pink. (L. 4 for 25c; 10 for 35c.) (M. 10 for 30c.)

**OLIVE GOODEICH.** (Goodrich.) Good large white with pink edges. Varies a good bit, but always good anyhow. (L. 2 for 20c; 10 for 80c.) (M. 4 for 25c; 10 for 45c.) (S. 10 for 30c.)

**ORANGE WONDER.** (Kemp.) This is the finest Kemp origination I have seen. I don't recall any other orange glad that has so many good points as Orange Wonder. Not a monster glad, but a good large flowered one. Certainly makes a hit with visitors and florists who see it. They all fall for it at sight. (L. 50c; 10 for \$3.00.) (M. 30c; 10 for \$2.40.) (S. 2 for 30c; 10 for \$1.20.)

**ORCHID.** (Sprague.) Lavender-pink on pale frosted surface. Edges lacinated and ruffled. (L. 2 for 25c; 10 for \$1.00.) (M. 3 for 20c; 10 for 60c.) (S. 10 for 28c.)

# LONG'S Gladiolus Bulbs at Digging Time Prices, Prepaid

**PAGAN.** (D.) Deep velvety red. Seems almost black. (L. 30c; 10 for \$3.20.) (M. 20c; 10 for \$1.20.) (S. 2 for 20c; 10 for 80c.)

**PATRICIA CARTER.** (K.) About the clearest pink ever seen in glads. Shell pink, no markings. (L. 30c; 10 for \$2.50.) (M. 2 for 28c; 10 for \$1.20.) (S. 2 for 20c; 10 for 80c.)

**PAUL PFITZER.** (Europe.) Velvety purple. (L. 25c; 10 for \$2.20.) (M. 2 for 28c; 10 for \$1.20.) (S. 2 for 20c; 10 for 80c.)

**PEARL OF CALIFORNIA.** (Kingsley.) Large pink, many open. (L. 25c; 10 for \$2.00.) (M. 2 for 25c; 10 for \$1.10.) (S. 3 for 20c; 10 for 60c.)

**PFITZER'S TRIUMPH.** (Europe.) Well named. A real triumph. The immense blooms of bright salmon-orange are well arranged on good stiff spike that displays many open and facing one way. Even small bulbs usually produce giant blooms, though the medium and large bulbs make taller spikes and larger blooms, and more to the spike. While the originator's description is as I've given it—Salmon-orange—yet this outstanding glad is usually classed with the reds. It's a knock-out in color, form and size. Last season many of us growers could not supply the demand for Pfitzer's Triumph. (L. 30c; 10 for \$2.50.) (M. 20c; 10 for \$1.50.) (S. 2 for 20c; 10 for 80c.)

**PROF. KEESOM.** (Europe.) Salmon flamed brick red with vermillion blotch. Eight or more large flowers well arranged on strong erect spike. (L. 75c; 10 for \$6.00.) (M. 40c; 10 for \$3.20.) (S. 25c; 10 for \$1.00.)

**PURPLE GLORY.** (K.) Dark purple-red. Ruffled. (L. 2 for 20c; 10 for 80c.) (M. 5 for 25c; 10 for 45c.)

**QUEEN OF NIGHT.** (Imp.) (D.) Deep maroon. (L. 2 for 20c; 10 for 80c.) (M. 4 for 25c; 10 for 90c.) (S. 10 for 25c.)

**RAMESES.** (Stevens.) Aster purple with velvety blotch of pomegranite purple. Tall spike and immense ruffled blooms. L. Each \$10.00.) (M. Each \$5.00.) (S. Each \$2.50.)

**RICHARD DIENER.** (D.) Salmon pink, cream throat. (L. 4 for 25c; 10 for 45c.) (M. 10 for 30c.)

**RITA BECK.** (Fischer.) Very large fine pink blooms well placed on good strong spike. One of the best pinks I've had or seen. (L. 25c; 10 for \$2.40.) (M. 2 for 25c; 10 for \$1.00.) (S. 4 for 25c; 10 for 50c.)

**R. J. KUNDERD.** (K.) Rich, deep red. L. 4 for 25c; 10 for 45c.) (M. 10 for 25c.) (S. 20 for 25c.)

**ROSE MULBERRY.** (Austin.) Another smoky. (L. 1 for 20c; 10 for 80c.) (M. 4 for 20c; 10 for 45c.)

**ROYAL LAVENDER.** (Schleider.) Deep lavender, shading lighter towards center. Heavy penciling on lower petals. (L. 50c; 10 for \$4.00.) (M. 25c; 10 for \$2.00.) (S. 2 for 25c; 10 for \$1.10.)

**RUFFLED GOLD.** (Goodrich.) Beautifully ruffled light yellow. (L. 50c; 10 for \$4.00.) (M. 30c; 10 for \$2.40.) (S. 2 for 25c; 10 for \$1.00.)

**SALBACH'S ORCHID.** (Salbach.) Fine big new glad, similar in many ways to Minnet, but pink, the shade of a Cattleya orchid. (L. ea. \$15.00.) (M. ea. \$10.00.) (S. ea. \$5.00.) (Blts. ea. \$1.00.)

**SALBACH'S PINK.** (Salbach.) Large wide open geranium pink with soft carmine lip and throat. Long spike with 6 to 8 open. Similar to Rita Beck but richer pink. (L. ea. \$2.00.) (M. \$1.00.) (S. 50c.) (Blts. 20 for \$1.00.)

**SONNENBERG.** (Bill.) Massive spikes of creamy pink blooms. The pink shades to soft yellow in throat. (L. 50c; 10 for \$4.00.) (M. 30c; 10 for \$2.40.) (S. 2 for 20c; 10 for \$1.20.)

**SOVEREIGN.** (Vaughan.) Similar to the well-known Hulot, but much better and healthier grower, also larger and better in every way. Color rich violet-purple. (L. 4 for 25c; 10 for 50c.) (M. 10 for 25c.) (S. 18 for 25c.)

**SPIRIT OF ST. LOUIS.** (M.) According to Ridgeway's color chart, this is flame, Carnelian red. The general tone or effect suggests orange. (L. 25c; 10 for \$2.00.) (M. 2 for 30c; 10 for \$1.20.) (S. 3 for 25c; 10 for 70c.)

**STUTTGARDIA.** (Europe.) Large brilliant orange-scarlet, no blotches. Good. (L. \$1.25; 10 for \$1.00.) (M. 75c; 10 for \$6.00.) (S. 50c; 10 for \$4.00.) (Blts. 6 for 50c.)

**SUNSHINE GIRL.** (Stevens.) A Primulae Grandiflora glad of clear lovely medium pink, with yellow throat. (L. ea. \$5.00.) (M. ea. \$3.00.) (S. ea. \$1.50.) (Blts. 25c ea.)

**TYCKO ZANG.** (Austin.) Large salmon-pink. (L. 4 for 25c; 10 for 50c.) (M. 10 for 30c.)

**TROUBADOR.** (Europe.) Striking deep violet long spike with many large blooms open. (L. 50c; 10 for \$4.00.) (M. 30c; 10 for \$2.40.) (S. 2 for 30c; 10 for \$1.20.)

**VEILCHENBLAU.** (Europe.) Wide open bright-blue flowers of large size, on good spike. Larger and darker than Farrar. One of the most popular of all glads in this color. My stock of this extra good and healthy. (L. 25c; 10 for \$2.00.) (M. 2 for 25c; 10 for \$1.00.) (S. 3 for 20c; 10 for 60c.)

**VEILED BRILLIANCE.** (Austin.) Pink tinted grayish-blue. Large. (L. 25c; 10 for \$2.00.) (M. 2 for 25c; 10 for \$1.00.) (S. 3 for 20c; 10 for 60c.)

**VICTOR.** (Bill.) Large ruffled creamy yellow with ruby central lines. (L. 2 for 30c; 10 for \$1.20.) (M. 4 for 25c; 10 for 60c.)

**WINGED VICTORY.** (Briggs.) Large pink. Form is unique, the large pointed petals being reflexed. (L. ea. \$1.00.) (Blts. 7 for 50c.)

## LONG'S Mixed Glads

**GOOD MIXED.** Does not contain such a variety or so many of the finer kinds as my Exhibition Mixed, but really very good. (Good Mixed Large: 5 for 25c; 10 for 45c; 50 for \$2.00; 100 for \$3.50.) (Good Mixed Medium: 10 for 25c; 50 for \$1.00; 100 for \$1.70.) (Good Mixed Small: 20 for 25c; 50 for 60c; 100 for \$1.00.)

**EXHIBITION MIXED.** Every order for this is made up from splendid named varieties in a good range of types and colors. My selection of kinds. None labeled in any mixtures. (Ex. Mixed, Large: 10 for 60c; 25 for \$1.25; 50 for \$2.25; 100 for \$4.00; 200 for \$7.50.) (Ex. Mixed, Medium: 10 for 30c; 25 for 60c; 50 for \$1.10; 100 for \$2.00; 200 for \$3.50.) (Ex. Mixed, Small: 25 for 30c; 50 for 45c; 100 for \$1.00; 200 for \$1.80.)

## Pfitzer's Blue Triumphator

Largest of the near-blue glads yet introduced. About the color of Heavenly Blue, perhaps a little lighter. Will take several seasons to get this acclimated and see just how it shows up for us here. Has made big sensation in Europe, where it originated. Bulblets rather slow and hard to germinate. Would not advise any but professional growers to invest in this until stock more plentiful and cheaper. I have the true healthy stock at. (No. 1 Bulbs, ea. \$55.00.) (No. 2 Bulbs, ea. \$55.00.) (No. 3 Bulbs, ea. \$45.00.) (No. 4 Bulbs, ea. \$35.00.) (No. 5 Bulbs, ea. \$25.00.) (No. 6 Bulbs, ea. \$20.00.) (Bulblets, ea. \$5.50 2 for \$11.50)

## Larger Lots of Gladiolus Bulbs at Wholesale Prices

25 or more bulbs at the 100 rate. Pint or half-pint bulblets at quart rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price unless you request otherwise. Measurements are diameter of bulbs. **ALL PREPAID.**

| VARIETY.            | Size No. 1<br>1½ In. Up | Size No. 2<br>1¼ to 1½ In. | Size No. 3<br>1 to 1¼ In. | Size No. 4<br>¾ to 1 In. | Size No. 5<br>½ to ¾ In. | Size No. 6<br>¼ to ½ In. | Bulblets<br>Per Qt. |
|---------------------|-------------------------|----------------------------|---------------------------|--------------------------|--------------------------|--------------------------|---------------------|
| A. E. Kunderd       | \$20.00                 | \$16.00                    | \$12.00                   | \$9.00                   | \$6.00                   | \$4.00                   | \$25.00             |
| Aflame              | \$25.00                 | \$20.00                    | \$16.00                   | \$10.00                  | \$7.00                   | \$5.00                   | \$20.00             |
| Aida                | \$40.00                 | \$32.00                    | \$24.00                   | \$16.00                  | \$10.00                  |                          | \$60.00             |
| A. V. Bunce         | \$6.00                  | \$4.80                     | \$3.60                    |                          |                          |                          | \$3.50              |
| Apricot Glow        | \$10.00                 | \$8.00                     | \$6.00                    | \$4.50                   | \$3.50                   | \$2.00                   | \$12.00             |
| Ava Maria           | \$160.00                | \$120.00                   | \$90.00                   | \$60.00                  | \$40.00                  | \$32.00                  |                     |
| Balboa              | \$8.00                  | \$6.40                     | \$4.80                    | \$3.60                   | \$2.40                   | \$1.60                   | \$7.00              |
| Betty Compson       | \$6.00                  | \$5.00                     | \$4.00                    | \$3.00                   | \$2.00                   | \$1.40                   | \$4.00              |
| Betty Joy           | \$7.50                  | \$6.00                     | \$4.80                    | \$3.60                   | \$2.40                   | \$1.60                   | \$7.00              |
| Bobby               | \$7.50                  | \$6.00                     | \$4.80                    | \$3.20                   | \$2.40                   | \$1.60                   | \$6.00              |
| Break O' Day        | \$4.00                  | \$3.00                     | \$2.40                    |                          |                          |                          | \$2.00              |
| Catherine Coleman   | \$10.00                 | \$8.00                     | \$6.00                    |                          |                          |                          |                     |
| Charles Dickens     | \$8.00                  | \$6.40                     | \$5.00                    | \$3.60                   | \$2.40                   | \$1.60                   | \$8.00              |
| Coronado            | \$80.00                 | \$64.00                    | \$48.00                   | \$32.00                  | \$20.00                  | \$16.00                  |                     |
| Coryphee            | \$80.00                 | \$64.00                    | \$48.00                   | \$32.00                  | \$20.00                  | \$16.00                  | \$90.00             |
| Dr. F. E. Bennett   | \$5.00                  | \$4.00                     | \$3.00                    | \$2.00                   | \$1.60                   | \$1.00                   | \$5.00              |
| Dr. Moody           | \$25.00                 | \$20.00                    | \$16.00                   | \$10.00                  | \$7.00                   | \$5.00                   | \$25.00             |
| Dr. Nelson Shook    | \$12.00                 | \$9.60                     | \$7.20                    | \$5.40                   | \$3.60                   | \$2.40                   | \$12.00             |
| Elizabeth Swartley  | \$4.00                  | \$3.20                     | \$2.40                    |                          |                          |                          | \$2.40              |
| Frank J. McCoy      | \$80.00                 | \$64.00                    | \$48.00                   | \$32.00                  | \$20.00                  | \$12.00                  | \$90.00             |
| Geraldine Farrar    | \$12.00                 | \$9.60                     | \$7.20                    | \$6.00                   | \$4.00                   | \$2.00                   | \$8.00              |
| Glorianna           | \$7.50                  | \$6.00                     | \$4.80                    | \$3.60                   | \$2.40                   | \$1.60                   | \$7.00              |
| Gold Eagle          | \$6.00                  | \$4.80                     | \$3.60                    | \$2.40                   | \$1.60                   |                          | \$4.00              |
| Golden Dream        | \$10.00                 | \$8.00                     | \$6.00                    | \$5.00                   | \$3.00                   | \$2.00                   | \$10.00             |
| Golden Frills       | \$7.50                  | \$6.00                     | \$4.00                    | \$3.00                   | \$2.40                   | \$1.60                   | \$7.00              |
| Heavenly Blue       | \$25.00                 | \$20.00                    | \$16.00                   | \$12.00                  | \$8.00                   | \$5.00                   | \$30.00             |
| Herbstzauber        | \$16.00                 | \$12.00                    | \$10.00                   | \$8.00                   |                          |                          |                     |
| Jane Addams         | \$20.00                 | \$16.00                    | \$12.00                   | \$8.00                   |                          |                          |                     |
| Jenny Lind          | \$4.00                  | \$3.20                     | \$2.40                    | \$1.80                   | \$1.20                   | .80                      | \$3.00              |
| Jewel               | \$4.00                  | \$3.20                     | \$2.80                    |                          |                          |                          | \$2.00              |
| Joerg's White       | \$24.00                 | \$18.00                    | \$12.00                   | \$8.00                   | \$6.00                   | \$4.00                   |                     |
| Jubilee             | \$150.00                | \$120.00                   | \$80.00                   | \$60.00                  | \$40.00                  | \$30.00                  |                     |
| Lavender Bride      | \$25.00                 | \$20.00                    | \$16.00                   | \$10.00                  | \$7.00                   | \$4.00                   | \$30.00             |
| Longfellow          | \$6.00                  | \$4.80                     | \$3.60                    | \$2.80                   | \$1.80                   | \$1.20                   | \$4.00              |
| K. Yellow Wonder    | \$7.50                  | \$6.00                     | \$5.00                    | \$4.00                   |                          |                          | \$2.40              |
| Los Angeles         | \$4.00                  | \$3.00                     | \$2.40                    |                          |                          |                          | \$1.60              |
| Loyalty             | \$50.00                 | \$40.00                    | \$30.00                   | \$20.00                  | \$15.00                  | \$10.00                  |                     |
| Marie Kunderd       | \$4.00                  | \$3.20                     | \$2.40                    | \$1.80                   | \$1.20                   | .80                      | \$3.20              |
| Marmora             | \$40.00                 | \$32.00                    | \$24.00                   | \$16.00                  | \$12.00                  | \$8.00                   |                     |
| Mary Frey           | \$20.00                 | \$16.00                    | \$10.00                   | \$6.00                   | \$4.00                   | \$2.40                   | \$16.00             |
| Mary Jane           | \$25.00                 | \$20.00                    | \$16.00                   | \$12.00                  | \$8.00                   | \$6.00                   |                     |
| Minnet              | \$25.00                 | \$20.00                    | \$16.00                   | \$10.00                  | \$7.00                   | \$5.00                   | \$36.00             |
| Miss Des Moines     | \$80.00                 | \$64.00                    | \$48.00                   | \$32.00                  | \$20.00                  | \$16.00                  |                     |
| Morocco             | \$120.00                | \$90.00                    | \$70.00                   | \$50.00                  | \$40.00                  | \$32.00                  |                     |
| Mrs. Dohrmann       | \$10.00                 | \$8.00                     | \$6.00                    | \$4.80                   | \$3.00                   | \$2.00                   | \$8.00              |
| Mrs. Hornberger     | \$10.00                 | \$8.00                     | \$6.00                    | \$4.60                   | \$2.40                   | \$1.60                   | \$5.00              |
| Mrs. F. C. Peters   |                         | \$3.00                     | \$2.40                    | \$1.80                   | \$1.20                   | .80                      | \$2.00              |
| Mrs. John Woods     | \$4.00                  | \$3.00                     | \$2.40                    | \$1.80                   | \$1.20                   | .80                      | \$2.40              |
| Mrs. Leon Douglas   | \$4.00                  | \$3.00                     | \$2.40                    | \$1.80                   | \$1.20                   | .80                      | \$2.40              |
| Mrs. P. W. Sisson   | \$7.50                  | \$6.00                     | \$4.00                    | \$3.00                   | \$2.00                   | \$1.20                   | \$6.00              |
| Mrs. V. Konnenburg  | \$20.00                 | \$16.00                    | \$10.00                   | \$6.00                   | \$4.00                   | \$2.00                   | \$12.00             |
| Mr. W. H. Phipps    | \$5.00                  | \$4.00                     | \$3.00                    | \$2.20                   | \$1.40                   | \$1.00                   | \$4.00              |
| Nancy Hanks         | \$5.00                  | \$4.00                     | \$3.00                    | \$2.00                   | \$1.60                   | \$1.20                   | \$3.00              |
| Nixie               | \$5.00                  | \$4.00                     | \$3.00                    |                          |                          |                          | \$2.40              |
| Olive Goodrich      | \$7.50                  | \$6.00                     | \$4.00                    | \$3.00                   | \$2.40                   | \$1.60                   | \$10.00             |
| Orange Wonder       | \$40.00                 | \$32.00                    | \$24.00                   | \$16.00                  | \$12.00                  | \$10.00                  | \$50.00             |
| Orchid              | \$10.00                 | \$8.00                     | \$6.00                    | \$4.00                   | \$2.40                   | \$1.60                   | \$10.00             |
| Payan               | \$30.00                 | \$24.00                    | \$18.00                   | \$12.00                  | \$8.00                   | \$6.00                   | \$36.00             |
| Patricia Carter     | \$25.00                 | \$20.00                    | \$16.00                   | \$12.00                  | \$8.00                   | \$6.00                   |                     |
| Paul Pfitzer        | \$20.00                 | \$16.00                    | \$12.00                   | \$9.00                   | \$7.20                   |                          |                     |
| Pearl of Calif.     | \$16.00                 | \$12.00                    | \$10.00                   | \$8.00                   | \$5.00                   | \$3.00                   |                     |
| Pfitzer's Triumph   | \$25.00                 | \$20.00                    | \$16.00                   | \$12.00                  | \$8.00                   | \$6.00                   | \$40.00             |
| Professor Keesom    | \$50.00                 | \$40.00                    | \$30.00                   | \$20.00                  | \$16.00                  | \$10.00                  |                     |
| Queen of Night Imp. | \$7.50                  | \$6.00                     | \$5.00                    | \$4.00                   | \$3.60                   | \$2.00                   | \$7.00              |
| Richard Diener      | \$4.00                  | \$3.00                     | \$2.40                    |                          |                          |                          |                     |
| Rita Beck           | \$20.00                 | \$16.00                    | \$10.00                   | \$8.00                   | \$5.00                   | \$4.00                   | \$30.00             |
| R. J. Kunderd       | \$4.00                  | \$3.20                     | \$2.40                    | \$1.80                   | \$1.20                   | .80                      | \$3.20              |
| Royal Lavender      | \$32.00                 | \$25.00                    | \$18.00                   | \$13.00                  | \$8.00                   | \$5.00                   | \$60.00             |
| Ruffled Gold        | \$40.00                 | \$32.00                    | \$24.00                   | \$16.00                  | \$10.00                  | \$6.00                   |                     |
| Sovereign           | \$5.00                  | \$4.00                     | \$3.00                    | \$2.00                   | \$1.60                   | \$1.00                   | \$3.00              |
| Spirit of St. Louis | \$20.00                 | \$16.00                    | \$12.00                   | \$10.00                  | \$7.00                   | \$5.00                   |                     |
| Tycko Zang          | \$5.00                  | \$4.00                     | \$3.00                    |                          |                          |                          | \$3.00              |
| Veilchenblau        | \$20.00                 | \$16.00                    | \$12.00                   | \$8.00                   | \$6.00                   | \$4.60                   | \$32.00             |
| Veiled Brilliance   | \$20.00                 | \$16.00                    | \$12.00                   | \$8.00                   | \$6.40                   | \$4.00                   | \$18.00             |

## Special Notice to Large Glad Buyers

The larger the order at above prices the more extra count, thus giving extra value on large orders. But if you wish to submit list of large amounts for special price on the lot, I'll be glad to make as favorable price as the order justifies.

## Gladiolus Bulblets

## Bulblets per Pkt., 100, 1,000

## Five Outstanding Glads

**MOTHER MACHREE.** ST. JAMES' SUNDAY SCHOOL.  
 A leader. Hard to describe. The fragrance  
 says it all: "Exceptionally large flower and  
 open with large number of excellent fringed  
 petals, remarkable substance, beautiful  
 coloring of lavender and purple, shaded  
 with neutral gray—the color of clouds just  
 as star has set."

|                  |         |        |          |          |
|------------------|---------|--------|----------|----------|
| No. 1 Bulbs..... | .....   | \$7.00 | 10 for   | \$60.00  |
| No. 2 Bulbs..... | .....   | \$9.00 | 10 for   | \$82.00  |
| No. 3 Bulbs..... | .....   | \$8.00 | 10 for   | \$74.00  |
| No. 4 Bulbs..... | .....   | \$2.00 | 10 for   | \$16.00  |
| No. 5 Bulbs..... | .....   | \$1.50 | 10 for   | \$12.00  |
| No. 6 Bulbs..... | .....   | \$1.00 | 10 for   | \$8.00   |
| Bulblets.....    | 100 for | \$2.00 | 1000 for | \$100.00 |

**SALBACH'S PINK.** 1844. Described bottom page 12. A whiteness.

|             |     |        |               |
|-------------|-----|--------|---------------|
| No. 1 Bulbs | 100 | \$2.00 | 50 for \$1.00 |
| No. 2 Bulbs | 100 | \$1.00 | 50 for \$1.00 |
| No. 3 Bulbs | 100 | \$1.00 | 50 for \$1.00 |
| No. 4 Bulbs | 100 | \$1.00 | 50 for \$1.00 |
| No. 5 Bulbs | 100 | \$1.00 | 50 for \$1.00 |
| No. 6 Bulbs | 100 | \$1.00 | 50 for \$1.00 |
| Bulblets    | 20  | \$1.00 | 100 \$1.00    |

**COMMANDER KOEHL.** (Pfeiffer, Europe.) Now we're talking about another real glad. The Holland introducers say of this: "Probably the best Red Gladiolus in existence." Tall, strong, straight spike. Blooms very large and spectacular in arrangement of buds. Color dark scarlet of glowing brilliancy. No markings or blotches. Visitors to my gardens run straight for Commander Koehl when it is in bloom and rave over its size and outstanding color.

|             |     |        |                |
|-------------|-----|--------|----------------|
| No. 1 Bulbs | ea. | \$5.00 | 10 for \$45.00 |
| No. 2 Bulbs | ea. | \$4.00 | 10 for \$35.00 |
| No. 3 Bulbs | ea. | \$3.00 | 10 for \$25.00 |
| No. 4 Bulbs | ea. | \$2.50 | 10 for \$20.00 |
| No. 5 Bulbs | ea. | \$2.25 | 10 for \$18.00 |
| No. 6 Bulbs | ea. | \$2.00 | 10 for \$15.00 |
| Bulblets    | ea. | .50    | 10 for \$4.00  |



## Glad Collections at Special Prices

**BEGINNER'S DEMONSTRATION COLLECTION**—This is made up especially for flower lovers who would like to know the joy of growing glads under name—to know each glad by its name, same as to know one's friends by name. Not until one grows glads this way will he or she experience the greatest thrill of pleasure that can be had with glads.

**15 bulbs, all different varieties, my selection, each kind labeled.** Price for one assortment or Collection, \$2.00. Two of these Collections for \$3.00; three for \$5.00. All prepaid.

The bulbs in these "Demonstration Collections" will run various sizes from 1 inch up. Every bulb will be good blooming size. Extra good value guaranteed. You'll be surprised—and pleased.

### \$2.90 Labeled Collection, "A"

One Large bulb each:

|               |                  |
|---------------|------------------|
| Aflame        | Prof. Keesom     |
| Mary Frey     | Mrs. Konynenburg |
| Mrs. Dohrmann | Patricia Carter  |
| Jenny Lind    | Minuet           |
| Loyalty       | Marmora          |
| Betty Nuthall | Chas. Dickens    |

All for \$2.90, prepaid.

### \$1.70 Labeled Collection, "AA"

One Medium bulb same varieties as in Collection "A"—for \$1.70, prepaid.

### \$1.10 Labeled Collection, "AAA"

One Small bulb same varieties as in Collection "A"—for \$1.10, prepaid.

### \$5.50 Labeled Collection, "B"

One Large bulb each:

|             |                     |
|-------------|---------------------|
| Dr. Moody   | Spirit of St. Louis |
| Jane Addams | Royal Lavender      |
| Coronado    | Betty Nuthall       |
| Aida        | Orange Wonder       |
| Minuet      | Pfizer's Triumph    |
| Aflame      | Miss Des Moines     |
| Loyalty     | Mrs. Konynenburg    |
| Mary Frey   | Mrs. Dohrmann       |

All for \$5.50, prepaid.

### \$3.30 Labeled Collection, "BB"

One Medium bulb same varieties as in Collection "B"—for \$3.30, prepaid.

### \$1.95 Labeled Collection, "BBB"

One Small bulb same varieties as in Collection "B"—for \$1.95, prepaid.

### \$8.00 Labeled Collection, "C"

One Large bulb each:

|           |                 |
|-----------|-----------------|
| Jubilee   | Salbach's Pink  |
| Morocco   | Coronado        |
| Loyalty   | Ava Maria       |
| Le Cysne  | Miss Des Moines |
| Coryphee  | Royal Lavender  |
| Rita Beck | Ruffled Gold    |

All for \$8.00, prepaid.

### \$4.50 Labeled Collection, "CC"

One Medium bulb same varieties as in Collection "C"—for \$4.50, prepaid.

### \$2.50 Labeled Collection, "CCC"

One Small bulb same varieties as in Collection "C"—for \$2.50, prepaid.

### \$17.00 Labeled Collection, "D"

One Large bulb each:

|                  |                   |
|------------------|-------------------|
| Mother Machree   | Commander Koehi   |
| Frederick Christ | Jonkheer van Tets |
| Frank J. McCoy   | Salbach's Pink    |
| Prof. Keesom     | Morocco           |
| Loyalty          | Ava Maria         |
| Aflame           | Albatros          |

All for \$17.00, prepaid.

### \$9.00 Labeled Collection, "DD"

One Medium bulb same varieties as in Collection "D"—for \$9.00, prepaid.

### \$5.50 Labeled Collection, "DDD"

One Small bulb each variety as in Collection "D"—for \$5.50, prepaid.

### \$1.00 Bulblet Collection, "E"

One good bulblet each:

|                  |                |
|------------------|----------------|
| Invincible       | Sunshine Girl  |
| Ramesses         | Stuttgartia    |
| Morocco          | Albatros       |
| Ava Maria        | Salbach's Pink |
| Damasch          | Linaloe        |
| Gertrude Pfitzer | Winged Victory |

All for \$1.00, prepaid. (3 Bulblet Collections "E" for \$2.10.)

## Some Rare Bulbs Free

Because my winter storage space is limited, I not only offer you low prices and liberal count, for fall delivery, but will also give you your choice of the following bulbs with orders amounting to \$5.00 or more—\$2 paid for and taken this fall. Read the conditions carefully.

With Glad orders from \$5 to \$10, your choice of these bulbs: (1 No. 3 Betty Nuthall) or (1 No. 1 Heavenly Blue) or (1 No. 3 Aflame) or (1 No. 3 Frank McCoy) or (1 No. 1 Dr. Moody) or (1 No. 4 Loyalty) or (1 No. 1 Mrs. Konynenburg) or (1 No. 1 Mary Frey) or (1 No. 3 Professor Keesom).

With orders of \$10 or over: (1 No. 1 Miss Des Moines) or (1 No. 2 Ava Maria) or (3 No. 3 Betty Nuthall) or (1 No. 1 Morocco) or (1 No. 3 Salbach's Pink) or (1 No. 2 Jubilee) or (4 No. 3 Orange Wonder) or (2 No. 3 Coryphee) or (1 No. 1 Coronado) or (1 No. 5 Mother Machree) or (2 No. 2 Royal Lavender) or (3 No. 3 Loyalty) or (1 No. 5 Jonkheer van Tets).

With orders of \$15, \$20, \$25, \$30 or more, you may double up on any the \$5 and \$10 offers, so as to get what's coming to you in the free bulbs. If order runs nearer \$10 than \$5, leave it to me to send larger bulbs or more of them than offered. Same with larger orders.

These Collections are planned for far in advance. The extra big values they offer can be had only by taking Collections as listed. **No changes made, at Collection prices.** What if you do happen to have a variety or so included in a Collection? You can give away several items in any Collection and still have what you want at a big saving in price.

## JD Sez, Sez 'E, Leave Price Adjustments to Me

This explanation is hardly necessary for my regular customers. They know I take care of any such details.

But a few words along this line may be of interest to all. Especially this fall. For this reason I have made some changes in method of pricing. Have, for one thing, dropped the dozen rates in Glad prices. Instead, am using rates per 10.

I find no standardized system for pricing lots of from one bulb to 1,000 or more. Tried to line up with other growers in scaling of prices for different quantities of a variety. But too many different systems in use to enable me to work this out just as I wanted to.

So here and there you may find what appear to be some inconsistencies. But don't let this bother you for a moment. Because when I come to fill your order I'll bear this in mind and give you the best of it anyhow, in larger bulbs or more of them, than promised. That is, where there might be any question as to how the prices should run. Am likely to send you some extra bulbs anyhow for good luck. That's one of my failings, as my old customers know.

*From J. D. LONG*

Boulder, Colorado  
Return Postage  
Guaranteed



"That's Me—J. D."

Sec. 435½, P. L. & R.

U. S. POSTAGE

**Paid**

Boulder, Colorado

Permit No. 1

U. S. Dept. of Agril.  
Library,  
Washington, D. C.



GLADIOLUS, "CORONADO". Large white Glad with rich purple throat. Edges of petals heavily ruffled. Large bulbs, \$1.00 each. Medium bulbs, 50c each. Small bulbs, 25c each.